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# SUSTAINABLE DEVELOPMENT AND INTERNATIONAL ECONOMIC COOPERATION: CULTURAL DEVELOPMENT

## Progress of the World Decade for Cultural Development during the period 1994-1997

## Note by the Secretary-General

The Secretary-General has the honour to transmit to the General Assembly the report of the Director-General of the United Nations Educational, Scientific and Cultural Organization on the implementation of the World Decade for Cultural Development during 1994-1997, prepared in accordance with General Assembly resolution 41/187 of 8 December 1986.

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# UNITED NATIONS EDUCATIONAL, SCIENTIFIC AND CULTURAL ORGANIZATION

## Intergovernmental Committee of the World Decade for Cultural Development

**Fifth regular session**

(Paris, 21-25 April 1997)
UNESCO, Room X - Fontenoy

**Item 4 of the agenda**

## Report of the Secretariat on the implementation of the programme since the Committee's fourth regular session (April 1994), introduced by a summary review of the Decade

The aim of this document is to inform the Intergovernmental Committee of the World Decade for Cultural Development of the activities implemented as part of the Decade's programme since the fourth regular session of the Intergovernmental Committee (April 1994). It is also intended to introduce a debate in the Committee.

SUMMARY

| | | Page |
|---|---|---|
| A. | REVIEW - PRESENTATION | 4 |
| I. | Review | 4 |
| II. | Presentation of activities | 7 |
| B. | MAJOR "CULTURE AND DEVELOPMENT" PROJECTS | 8 |
| I. | World Commission on Culture and Development | 8 |
| II. | Methodological research project on the integration of cultural factors in development strategies | 10 |
| C. | ACTIVITIES BY REGION | 11 |
| I. | Africa | 11 |
| II. | Latin America and the Caribbean | 16 |
| III. | Arab States | 17 |
| IV. | Asia and the Pacific | 21 |
| V. | Europe | 27 |
| D. | INTERCULTURAL PROJECTS | 35 |
| I. | The "Roads" | 35 |
| II. | The Baroque World | 37 |

# A. REVIEW - PRESENTATION

## I. REVIEW

1. The World Decade for Cultural Development was proclaimed by United Nations General Assembly resolution A/41/187 of 8 December 1986 for the period 1988-1997. The Decade, for which UNESCO is lead agency, is a programme covering the entire United Nations system.

2. The Decade has four main objectives: acknowledging the cultural dimension of development, affirming and enriching cultural identities, broadening participation in culture. and promoting international cultural co-operation.

3. The Decade's programme depends on the commitment of the international community. Member States, United Nations agencies, individuals, governmental and non-governmental organizations have been invited to undertake the most wide-ranging activities - pilot development projects, research, training, publications, conferences, exhibitions or festivals which contribute to the achievement of the Decade's objectives.

4. At its twenty-eighth session, in November 1995, the General Conference of UNESCO adopted a resolution (28 C/Resolution 3.2) in which it requested the Director-General to take appropriate measures: ...'to ensure that acknowledgement of the cultural dimension in the process of sustainable development ... remains a priority in UNESCO's post-Decade programmes and that this is reflected, concretely and specifically, in the structure and activities of the Organization envisaged for the period after the end of the World Decade for Cultural Development'.

5. Moreover, paragraph 47 of 150 EX/Decision 5.1, adopted by UNESCO's Executive Board at its 150th session in October 1996, stipulated that 'The Programme and Budget for 1998-1999 should ensure the follow-up to the major accomplishments of the World Decade for Cultural Development; to that end, the theme Culture and Development should remain a priority in UNESCO's programmes and provide a framework for the continuation of the actions begun under the World Decade'.

6. This document is to inform the Member States on the Intergovernmental Committee for the World Decade for Cultural Development of the activities implemented under the World Decade for Cultural Development since the fourth regular session of its Intergovernmental Committee, in April 1994. It will go on to be submitted, through the Economic and Social Council (ECOSOC), to the United Nations General Assembly at its fifty-second session in November 1997.

7. This fifth and last regular session of the Intergovernmental Committee of the World Decade for Cultural Development, which draws to a close on 31 December 1997, provides an opportunity to review the Decade's activities since its launch on 1 January 1988.

8. Forty years after the proclamation of the Universal Declaration of Human Rights and the creation of the main institutions of the United Nations, including UNESCO, the international community felt the need to break new ground.

9. The difficulties encountered in implementing the development strategies adopted after the Second World War were crucial in this respect. Despite the progress which had been

made, the first United Nations decades for development had revealed the limitations of a concept of development based on material growth measured in quantitative terms only.

10. This realization would lead the 1982 Mexico City World Conference on Cultural Policies, known as 'MONDIACULT', to advance the key idea that culture is a fundamental element in the life of every individual and every community and that as a consequence development, whose goal is the individual, has an essential cultural dimension.

11. After a fairly slow beginning, due in particular to the complexity of its theme, the Decade gradually managed to focus its programme on the cultural approach to a number of major challenges facing societies: demography, environment, cultural pluralism, the place of the cultural heritage in development, health, funding for culture, participation in the life of the country and its development, and democracy.

12. In addition to conceptual and theoretical research, the Decade began to offer answers to the question of how the cultural dimension could be more closely integrated in the development process. Many experimental projects were carried out in the field and experience was exchanged at meetings.

13. During the period 1988-1997 more than 1,200 projects launched by 152 Member States, 13 IGOs and 45 NGOs were recognized as official activities of the World Decade for Cultural Development, of which almost 400 received financial support from UNESCO totalling more than US $5 million.

14. The seminars, meetings, publications, videos, films, exhibitions, study grants, training courses and field projects carried out under the Decade's programme will have involved thousands of direct organizers and hundreds of thousands of people who will have participated in one of the activities. A momentum has thus been created, and the cultural information networks and those on specific themes set up during these ten years should help to ensure that this momentum is continued.

15. After several years of scepticism, several United Nations agencies, including UNDP, WHO, FAO, UNEP, UNFPA and WTO, participated in our programme with interest and sought our co-operation.

16. Through UNESCO, the Decade has also contributed to preparing the major United Nations international conferences: the United Nations Conference on Environment and Development, Rio de Janeiro, Brazil (1992), the Copenhagen World Summit for Social Development (1995), the Cairo International Conference on Population and Development (1994), the Beijing World Conference on Women (1995) and Habitat II in Istanbul (1996).

17. It will be possible to assess the impact on the United Nations of the ideas put forward at the Mexico City Conference 14 years ago by whether the central theme of the Decade - the cultural dimension of development - is taken into account in the document on the United Nations strategy for development in the next decade.

18. In order to reflect the wealth and variety of experiences and projects undertaken we would have liked to allocate more resources to publishing the results and records of seminars and experimental projects, which would have raised the profile of the Decade's programme. It is our principal regret. But we know that in the field hundreds of thousands of men and women have now heard of the human development which does not forget culture, and have tried to put it into practice. We are grateful to all the participants in and organizers of these

projects. Their efforts will not have been in vain. What has been sown in the past ten years will be reaped by our children and grandchildren.

19. We consider it too early as yet to carry out a proper assessment of the activities undertaken over the ten years this programme will have lasted, because on the one hand, the results are not all in yet and on the other hand, they are difficult to quantify, since the main objective of the Decade was to make the international community aware of the need to take the cultural dimension of development into account and, more generally, to encourage it to reflect upon the motivating forces underlying development, and its purpose.

20. Our assessment should focus on the influence on the public, civil society and national and international public bodies of the ideas launched at the World Conference on Cultural Policies (Mexico City, 1982) and disseminated and popularized by the projects of the World Decade for Cultural Development launched on 8 December 1986 by decision of the United Nations General Assembly.

21. How can we assess the effect of the Decade and the impact on development of the ideas it helped to popularize? The initial answers to this question will be given at meetings like the one held in Pakistan in spring 1996, and the one which is to be held in Sweden in spring 1998 on cultural policies, and on the occasion of the debates on the Report of the World Commission on Culture and Development which has largely assimilated the Decade's achievements.

22. The statements made by Member States at the presentation of the last progress report to the United Nations General Assembly in November 1994 (forty-eighth session) and at the last session of the General Conference of UNESCO, in November 1995, show that 50 years after the foundation of the United Nations a new awareness has emerged of the complexity of the development process, characterized by a wariness of ready-made solutions, a less ambitious approach to notions of progress and modernity, and more attention to the history and socio-cultural background of peoples. This progress was particularly highlighted by analysis in the context of methodological research into the evolution of the concept of development in the United Nations agencies.

23. It also emerged from the debates at the twenty-eighth session of the General Conference, in plenary and in the commissions, that Member States were most appreciative of:

the increased awareness of governments and decision-makers at the national level, particularly in Asia, Africa and Latin America, of the key role of culture in sustainable development;

methodological work on the integration of cultural factors into development, and meetings and projects on the theme Culture and Development;

application of these methodological findings in national development policies.

24. The great interest shown in the World Report and the discussions it has sparked off, the joint statement on the need to include the cultural dimension in attempts to address health issues signed by the Directors-General of UNESCO and WHO in the March/April 1996 issue of WHO's *World Health* magazine on the theme 'Culture and health', the article on the cultural approach to environment issues by the Director-General of UNESCO in the UNEP review *Our Planet*, volume No. 2, 1996, on the theme of culture, values and the environment and the Supplementary Agreement between UNESCO and the World Tourism Organization

(WTO), signed in February 1996, to give culture the key place it deserves in tourist development strategies and projects, all bear witness to the fact that the Decade's themes have gradually gained ground and are becoming a reality.

25. Even the conclusions of the most recent summit of the seven most industrialized countries, known as the G7, which met at Lyons from 27 to 29 June 1996, bear the stamp of this change in attitudes, since they mention 'investment in people (which is) as vital as investment in capital' and the desire to see 'cultural and linguistic diversity' promoted.

26. The programme of the World Decade for Cultural Development will not of course have been the only vehicle for change but it has coincided with the movement and is its most obvious expression. The end of the Decade is thus the end of a phase which marks the beginning of a radical change in attitude whose positive consequences should reach their apogee in the next century.

## II. PRESENTATION OF ACTIVITIES

27. At its second extraordinary session in April 1995, the Intergovernmental Committee endorsed the proposal of its Bureau that it should focus its efforts on the following priority fields of action: the cultural dimension of development; culture and sustainability; culture, tourism and development; cultural pluralism; investing in culture; culture, science, technology and the media.

28. Concerning the end of the Decade, the Intergovernmental Committee requested the Director-General to schedule its last regular session in April 1997 so as to make sure it coincided with the conclusion of the Decade and a General Conference year (twenty-ninth session, October 1997).

29. It further emerged from the debates of the fourth regular session of the Committee that the question of interactions between culture and development was considered sufficiently important for it to be proposed that the theme should remain a priority in UNESCO programmes after the conclusion of the Decade, and that that should be reflected in the structure and activities of the Organization.

30. Over the past three years, the stress has been on: (i) implementing interdisciplinary projects at regional level around the priority fields of action; (ii) strengthening inter-agency co-operation on interdisciplinary projects; (iii) continuing research work into methods of integrating the cultural dimension into development; (iv) the publication and launch of the debate on the Report of the World Commission on Culture and Development, *Our Creative Diversity*.

31. The activity report presented at the second extraordinary session of the Intergovernmental Committee of the World Decade for Cultural Development (April 1995) noted (para. 3) 'increased support for the Decade's programme and an increase in the number of projects being implemented'.

32. This trend was continued, with the completion of projects whose results have already been, or are soon to be, the subject of publications or videos, for instance the project on the methodology for integrating the cultural dimension into development, the report of the World Commission on Culture and Development, the Silk Roads, the Baroque World, culture,

tourism and development, cultural pluralism, culture and health, and culture and the environment.

33. The submission of 671 projects to the Participation Programme under the World Decade for Cultural Development over the past two biennia attests to the popularity of the Decade's programme with Member States, NGOs and IGOs. After selection in line with the recommendations of the Intergovernmental Committee, 340 projects received the Decade's label, and of those 177 received financial assistance, totalling around US $3 million. The projects which received financial support were submitted by 93 Member States, 2 IGOs and 11 NGOs.

34. In accordance with the Intergovernmental Committee's recommendations, the projects were focused on the first objective of the Decade: 'acknowledgement of the cultural dimension in development' and on the priority fields of action proposed by Member States in 28 C/Resolution 3.2, adopted at the last session of the General Conference of UNESCO.

35. Among the themes of the projects proposed, the most frequently implemented for the **first objective** included: culture and development, culture and the environment, culture and sustainability, culture and health, culture and urban development, cultural impact of migration, indigenous culture and development, cultural industries, sustainable tourism, culture and community development, crafts, architecture, women and development, training, traditional knowledge and development, and technology and development.

## B. MAJOR 'CULTURE AND DEVELOPMENT' PROJECTS

### I. WORLD COMMISSION ON CULTURE AND DEVELOPMENT

36. The independent World Commission on Culture and Development (WCCD) was established jointly in 1992 by the Director-General of UNESCO and the Secretary-General of the United Nations. Between 1993 and 1995, the Commission, chaired by Mr Javier Pérez de Cuéllar and including 12 other distinguished members, pursued a wide-ranging process of reflection and analysis on the relationship between culture and development. In October 1995 it completed a report entitled *Our Creative Diversity*, which provides a new analytical framework for the notions of culture and development and the relationships between them.

37. The cost of the Commission's work was borne entirely by voluntary contributions from governments, multilateral institutions and foundations and was based on a combination of research, literature reviews, six consultations in Europe, Asia and the Pacific, the Arab States, North America and Africa respectively, consultations with individual experts and institutions and the Commission's own private working meetings.

38. The report of the Commission was presented informally by its President, Mr Pérez de Cuéllar, in November 1995 to the General Conference of UNESCO at its twenty-eighth session and to the General Assembly of the United Nations at its fiftieth session. UNESCO's General Conference held an informal Round Table on the report, thereby launching the broad process of analysis and debate the Commission sought to set in motion. This debate was formally engaged by UNESCO's Executive Board at its 149th session in the spring of 1996 and continued at the 150th session in the autumn of the same year.

39. As soon as it was published, the non-commercial English and French versions of the report were sent to governments, all the United Nations system organizations or departments

concerned with culture and development issues, intergovernmental bodies, regional organizations, international and national non-governmental organizations, foundations, universities and research institutions, as well as to intellectuals, artists, journalists and key opinion-leaders and decision-makers throughout the world. English and French commercial editions were released in June and October 1996 respectively. The Spanish version, co-published with Ediciones Santa Maria, was released in early 1997. Other versions published or under preparation by National Commissions include those in Arabic, Catalan, Chinese, Dutch, Finnish, Hungarian, Japanese, Korean, Portuguese and Swedish.

40. A press-kit was widely distributed in November 1995, and press conferences and articles by the President and Commission members has resulted in broad media coverage. Promotional efforts included a November 1995 issue of *UNESCO Sources* and September 1996 issue of *UNESCO Courier*, a 52-minute documentary video (English and French versions) entitled **From the tree to the dugout** presented at various film and television festivals and arrangements for its broadcast distribution in over 70 countries, **fact sheets** to facilitate presentation and understanding, a 68-page **summary version** (English, French, Spanish, Russian and Arabic), a 64-page **digest for young people** and other similar readership (English, French and Spanish), an inventory of recommendations contained in the report (English, French and Spanish) and a UPO flyers to promote sales (English and French). A **culture and development** Internet World Wide Web Site, created in co-operation with the Finnish National Commission for UNESCO which financed it, and the Helsinki University of Art and Design, went on-line in November 1996.

41. According to Mrs Gro Harlem Brundtland, former Prime Minister of Norway, 'this seminal report provides a profound understanding of our cultural diversity and its impelling effect on development'. It has already generated considerable discussion and debate. It has been presented and discussed at a variety of events in all regions by the President and members of the Commission, the Assistant Director-General for Culture, members of its secretariat as well of as the UNESCO Secretariat as a whole. Messages of praise and support have been received from distinguished world figures including many Heads of State.

42. At the United Nations, formal debate on the report was launched in October 1996 during the fifty-first session of the General Assembly. The Secretary-General had, in the meantime, pledged the full support of the United Nations Secretariat for the follow-up process and indicated that UNESCO be regarded as the 'task-manager' for the stimulation and co-ordination of all United Nations system initiatives connected with the follow-up. These activities, including stimulation of analysis of the report within the UNESCO Secretariat, have been carried out since March 1996 by the Culture and Development Co-ordination Office, set up by the Director-General as a successor unit to the secretariat of the Commission.

43. As the report is still being analysed by Member States, the actual application of its recommendations can only be limited at this stage. Key preparatory steps have nevertheless been taken. The Director-General has instructed the entire Secretariat to include new initiatives inspired by the report in its proposals for UNESCO's draft programme and budget for 1998-1999 (29 C/5). The Assistant Director-General for Culture has undertaken preparatory work for a biennial *World Culture Report*. The United Nations Volunteers programme (UNV) has decided to take on the 'Cultural Heritage Volunteers' proposal and has begun reorienting its programme to this end in co-operation with UNESCO. The UNESCO Secretariat, in co-operation with the Office of the Commissioner for Human Rights envisages the setting up of a 'Cultural Rights Working Group' to further explore basic concepts. At its 150th session, the Executive Board accepted Sweden's offer to host an intergovernmental

conference on cultural policies in 1998. Member States such as Bolivia and Sweden have engaged in applying report findings and recommendations to their national policy frameworks and various cultural institutions have begun to use the report to review their policies and or lobby for change in specific areas.

## II. METHODOLOGICAL RESEARCH PROJECT ON THE INTEGRATION OF CULTURAL FACTORS IN DEVELOPMENT STRATEGIES

44. As a result of the first phase of one of the Decade's flagship projects, that is, the methodological research project on the integration of cultural factors in development strategies, a book entitled *The cultural dimension of development - towards a practical approach* was published in English, French and Spanish and translated into Chinese, Russian, and Mongolian, as well as into Arabic in co-operation with the United Nations Economic and Social Commission for Western Asia (ESCWA).

45. This book identifies the conceptual foundations of the research: culture, development, and the cultural dimension of development. It then discusses the necessity of taking into account the cultural dimension in development actions, and the recent evolution of international co-operation in this respect. Finally, it identifies research needs that should be addressed, in order to help development institutions to base their action on a culturally sensitive approach to the situations and problems facing them.

46. In the second phase of the research, the draft version of a book entitled *A cultural approach to development - planning manual: concepts and tools*, has been written and widely circulated in English and French to approximately 150 reviewers, including United Nations agencies, development co-operation organizations, research centres, universities and individual experts. Moreover, direct discussions have been held with staff members in UNICEF, UNDP, WFP, IFAD and the Canadian International Development Agency. Their opinions and further suggestions have been integrated into the final version of the book, to be published by mid-April 1997, after a last review by some 50 experts, development agencies and research organizations.

47. The core proposal of this Manual is to consider development from the perspective of culture, including, for example, methods for designing, implementing and evaluating projects; bottom-up and participatory planning; holistic scope to project conception; establishing a sustainable long-term perspective; and developing more flexible planning systems, with the development institutions' role shifting from actor to facilitator. Another basic principle of the Manual is to consider cultures with an emphasis on their diversity and creativity, and consequently to tailor projects to individual situations, rather than master plans and project clusters conceived abstractly.

48. More specifically, this Manual aims at showing how the working methods of institutions, decision-makers and agents involved in development can help set in motion a genuinely sustainable process of human development, by grounding both their conceptual basis and their practice in a cultural approach, whether in designing strategies, planning and implementing institutional programmes and projects, or implementation in the field.

49. A broad range of methodological tools is also proposed in the Manual, all derived from an analysis of interactions between pre-industrial cultures and the culture of development, closely linked to the industrial market-oriented model.

50. Regarding fieldwork, emphasis is placed on tools for appraising local existing situations, the effects of development projects, enhancing participatory methods for preparing, implementing and evaluating the results of such projects, and broadening the role of field workers in relation to centralized institutions and decision-making.

51. For programmes and projects, preliminary evaluation methods are reviewed and new improvements proposed, in order to allow greater consideration of the possible partnership between local resources and outside institutional support.

52. In addition to the reflection and thorough technical description of the methodological proposals, the Manual provides readers with a series of graphs, diagrams, matrices and tables, visualising the complexity of the existing and proposed working methods as well as examples and summary checklists facilitating the practical application of a cultural approach, in the perspective of culturally-sensitive sustainable human development.

## C. ACTIVITIES BY REGION

53. Several activities mentioned under different regions come under a single theme, such as culture and health, culture and population, culture and the environment, funding for culture, and culture, tourism and development.

54. Other activities, of an interregional or international nature, have been listed for convenience under the region of the place where they were organized: this is the case for the main event of the World Day for Cultural Development (21 May) and the seminars held at UNESCO Headquarters.

### I. AFRICA

55. In Africa over 90 project proposals have been presented, of which 50 have been recognized as Decade activities.

56. Almost half of them (22) have been aimed at promoting better understanding and acknowledgement of the cultural dimension of development, through studies, meetings, training and sensitization concerning the relationship between culture and development, health, agriculture, population, urban and rural development, gender and youth, tourism, habitat, management, business, and public institutions and the private sector. Other concentration areas have been (i) cultural policy, administration and management, development of infrastructures and human resources (8); (ii) the promotion of the arts (5) and handicrafts (7); and (iii) the development of cultural data bases and information systems (7).

57. If there has been a positive increase in the number of subregional (10), regional (6) and interregional (6) projects, the majority of the initiatives (27) have been of a national character. As many of these activities have been financed under the World Decade allotment of the UNESCO Participation Programme, this is not surprising.

58. Most of the African Decade activities contribute directly to the implementation of the Recommendations of the Audience Africa conference held in Paris in February 1995. Several of them have been carried out in close co-operation with the Organization of African Unity and subregional institutions such as SADC and ECOWAS, or with United Nations system agencies: World Bank, UNICEF, FAO, UNEP, IDEP.

59. The most important regional project, the **African Itinerant College on Culture and Development**, was launched in follow-up to a recommendation of the 1992 Abidjan Seminar on Culture, Development and Participation. A feasibility study for this project was undertaken in 1994. Then in the light of the Audience Africa Conference (1995), this activity was included in the 28 C/5 for 1996-1997 as a special project under the World Decade for Cultural Development. The College's main objectives are: (i) to develop human and institutional capacity on the cultural dimension of development in Africa through training, research and networking; and, (ii) to promote dissemination and exchange of information and public awareness in this field.

60. The preparatory phase (1995) was devoted to the identification of a project leader, potential partners, and a host institution. The focal point was established in 1995 in the United Nations Institute for Economic Development and Planning in Africa (IDEP, Dakar).

61. In 1996 detailed project documents have been prepared for the eight specific activities scheduled for 1997: two seminars, one for high-level decision-makers and planners on the cultural dimension of development planning (IDEP), and the other for media professionals (PAID, Douala, Cameroon); two subregional workshops, one on culture and population (Kampala, Uganda), the other on a cultural approach to economic development (Addis Ababa, Ethiopia); creation of two UNESCO Chairs on culture and development, in IDEP and in the Pan African Institute for Development (PAID); two regional studies, one on training needs (IDEP) and the other on training modules, to introduce the theme of culture and development into African university curricula, (Pan-African Association of Anthropologists (PAA), Yaoundé, Cameroon).

62. Several potential partners and funding sources have been approached and invited to a meeting for which a donors' prospectus has been published.

63. The project concerning the **Development of cultural industries in Africa** was undertaken in accordance with the recommendations of the Intergovernmental Committee of the World Decade for Cultural Development and with resolutions initiated by the African Member States at the twenty-seventh and twenty-eighth sessions of the General Conference. In the first phase, a study was undertaken on 'The potential of cultural industries in Western Africa', following the guidelines of the Plan of Action for the Development of the Cultural Industries in Africa, approved by the Summit of Heads of State and Government of the Organization of African Unity (OAU) in Dakar in July 1992. The study, which was carried out by the 'Association sénégalaise pour la promotion de la culture et des industries culturelles (ASEPIC)', was officially recognized by the OAU Summit (Tunis 1994) as a pilot project for the implementation of the Dakar Plan of Action, and as a model for similar projects in African States of other subregions.

64. Undertaken jointly by OAU and UNESCO, the study was launched in co-operation with the Economic Community of West African States (ECOWAS) and supported by ISESCO and the International co-operation service of GRIFE, Canada (Groupement international pour la Formation et l'Education). On the basis of the conclusions of the study, concrete projects have been proposed to the African Development Bank and other possible donors. In 1997, the study will be extended to Central Africa.

65. **Southern African Cultural Information System (SACIS)** - this third regional Decade project concerning Africa was developed following a decision of the SADC Council of Ministers (1992), and the twenty-seventh and twenty-eighth sessions of the General

Conference of UNESCO which recognized the need to develop an international cultural information system as a means towards implementing cultural development objectives and decided to assist with the creation of regional data bases on cultural development.

66. The project was undertaken in 1994-1995 in co-operation with the General Information Programme of the Sector for Communication, Information and Informatics and resulted in the elaboration of three preparatory documents: (i) a common communication format for the exchange of cultural information; (ii) a model cultural development data base; and (iii) a feasibility study for the SACIS project. Subsequently a subregional expert meeting was convened in Lusaka (19-21 June 1995) with the participation of specialists from the nine Member States of SADC and representatives of UNESCO, SADC and CICIBA. The objective of the meeting was to examine the findings of the feasibility study and to adopt appropriate recommendations to be addressed to the Committee of Ministers for Culture and Information of SADC (Pretoria, South Africa, 10 July 1995) for decision on concrete modalities for the establishment of the data bank.

67. The overall objectives of the regional network for cultural information are: creation of a regional system of national data bases as an efficient instrument for designing, implementing and evaluating cultural development policies, programmes and institutions at the level of SADC and its Member States; strengthening indigenous cultural development and regional integration; mobilizing cultural resources in view of economic development at the national level; ensuring better integration of the cultural dimension in development strategies and programmes; provision of training facilities through workshops and seminars.

68. As a follow-up to the Lusaka meeting, SADC established the SACIS focal point in its Sector of Culture and Information in Maputo and a meeting of experts was held from 5 to 9 May 1996 also in Maputo, Mozambique, to define the objectives, content, working methods and technical parameters of the co-ordination units to be established in the individual Member States as well as at the level of SADC. The action plan adopted at the project's first meeting of experts (Lusaka, June 1995) has been updated in consequence.

69. The Southern African Cultural Information System together with existing data bases such as the Cultural Data Bank and Information Network extended to the Member States of CICIBA, and the data banks developed on African cultures (Institut des peuples noirs (IPN), Ouagadougou (Burkina Faso) or on African handicrafts (SIAO) may constitute the basis for an African Cultural Data Bank Network to be set up at the headquarters of the Organization of African Unity (Addis Ababa) with support offered by UNESCO in the framework of the Decade.

70. Among other Decade activities undertaken in Africa should be mentioned the **International Seminar on Culture and Development** held in Harare to mark the World Day for Cultural Development in 1994. The seminar was organized by the National Commission of Zimbabwe, in co-operation with the UNESCO Subregional Office for Education in Southern Africa (Harare) and the secretariat of the Decade.

71. The seminar, which was held from 18 to 23 May 1994 and brought together 45 participants and observers, mainly from the Africa region but also from other continents, analysed the interaction between socio-cultural factors and development, with particular reference to Africa. The main discussion themes were: 'the integration of culture in national development planning', 'the use of African culture as a tool for development', 'the influence

of the cultural factor in technological development', and 'the role of the media in development'.

72. The participants adopted a final declaration and a series of recommendations to African governments and decision-makers. The report of the seminar was published and disseminated at the beginning of 1996.

73. A meeting to review **African Member States participation in the World Decade for Cultural Development** took place in Malawi (16-19 September 1994). Hosted by Malawi, it produced several recommendations for increasing the level of participation by African States in the implementation of the Decade and for action on the part of UNESCO to facilitate their participation.

74. UNESCO co-sponsored the **Regional Workshop on African Management in the 1990s**, which was organized by the World Bank in Senegal (26-29 September 1994) and attended by several bilateral donors. The workshop examined issues relating to culture and management in Africa, on the basis of the research findings of 15 case-studies commissioned by the World Bank on various aspects of the subject, which demonstrated the importance of cultural factors in the management performance of both the public and the private sectors of African economies. The regional workshop was the third in a series of regional meetings on African issues, organized or co-sponsored by UNESCO and the World Bank for the World Decade.

75. A seminar on **cultural industries for development in the Central African Republic** was held (Bangui, 23-27 January 1995) to study the potential of cultural industries as a source of economic development. The purpose of the seminar was to make the government and its principal partners (Department of Industry, Trade and Crafts, the Centre for Assistance to Small and Medium Businesses and Crafts, and the Chamber of Commerce, Industry, Mines and Crafts) aware of the need to take cultural industries into consideration in their decisions and actions, and to integrate them into the definition of national economic and financial imperatives.

76. A symposium on **culture and agriculture** was organized in celebration of the World Day for Cultural Development in May 1995, in Swaziland, for the SADC (Southern Africa Development Community) Member States. The Seminar gathered speakers from Botswana, Lesotho, Swaziland, Mozambique, Zimbabwe and Zambia, a total of 45 participants: representatives from the ministries of education, agriculture, and the interior, teachers, curriculum designers, trainers and university scholars, were able to share ideas and experience on how culture can promote agriculture, or how agriculture can promote culture.

77. A subregional seminar on **culture and development** (Lusaka, Zambia, September 1995) was organized for development planners on the following issues: the importance of integrating cultural elements in development plans; informing cultural promoters as to how they can co-operate and share skills and expertise with development planners in setting up cultural industries; incorporation of the cultural dimension in school and professional curricula; developing methods for encouraging both local and foreign businessmen to invest in cultural industries; and encouraging research planners to identify ways in which traditional technology can be used to enhance development in science and technology.

78. With the financial and intellectual support of UNESCO, a **national seminar for development specialists to encourage them to acknowledge the cultural dimension of**

**their work** was held in Togo (Lomé, 20 -21 February 1996). The seminar was also intended to inform the participants and the general public about the Decade's objectives, with particular reference to the interactions between culture and development.

79. With support offered by UNESCO in the framework of the Decade, the **Regional Centre for Cultural Action** (CRAC, Lomé) is renewing the training of cultural development specialists, suspended since the dissolution of the African Cultural Institute in 1993. According to the decisions of a meeting of representatives of the countries concerned (Lomé, July 1996), its mandate has been extended to the whole continent and its profile updated to meet the requirements of new developments. Beyond the traditional training of cultural administrators, its programme will cover new subjects such as cultural management and the cultural dimension of development planning.

80. At the request of the President of the Republic of Sao Tome and Principe, in May 1996 UNESCO commissioned a **60-page study on the country's potential for cultural tourism**. This document was also intended to form the basis of an action plan for the development of cultural tourism. With 6,180 visitors a year, one third of them for tourism, Sao Tome and Principe is a modest tourist destination. The country's cultural heritage is rich in colonial architecture. The authenticity of the way of life of its people and a natural heritage made up of varied landscapes with an interesting flora are definite assets.

81. The study recommends coupling resort tourism with nature and cultural tourism, and focusing its promotion efforts on the countries of the region and Europe. It further recommends improving the quality of the accommodation and communication infrastructures and strengthening legal protection of the coast and old buildings.

82. The rehabilitation of heritage buildings which could be used for tourism purposes - accommodation, exhibition room/sales centre - and enhancing the status of cultural skills and traditions are also recommended. Various agencies, including UNDP, will be consulted on the implementation of specific projects advocated in the study.

83. As part of the South-Tourism project of the World Decade for Cultural Development, Mali launched a project on the theme **culture, tourism and development**, which, as the introduction to the preliminary study points out, 'fits into the framework of a general study programme on mass tourism and the need to preserve cultural assets for posterity'. The study then takes stock of the situation of cultural tourism in Mali, which includes: an inventory of the cultural and natural heritage, including the intangible cultural heritage and crafts products; the administrative and professional context (tour operators, guides); an evaluation of the infrastructure and of the community's perception of tourist activity, both of its economic consequences and relations with visitors.

84. The study proposes in conclusion the development of cultural and nature tourism based on the participation of villagers living near sites both in implementing projects and in the economic spin-offs of tourism. This implies an effort to improve infrastructure and training, in particular of guides, as well as increasing villagers' awareness of the tourist phenomenon and of the 'sacred' nature of the cultural heritage. The study also recommends better legal protection of sites and better management, which would make additional resources available for upkeep through an increase in entry fees.

85. As a follow-up to this study, Mali has decided, together with the Decade Secretariat, to organize a regional seminar to exchange experience and to propose the implementation of

specific strategies and projects with the assistance in particular of UNDP and the World Bank, partners in the seminar, to be held in Mopti (Mali) early in 1997.

86. The themes chosen include: implementing village cultural and tourism development plans; devising mechanisms enabling the culture sector to be funded by tourism; enhancing the architectural heritage through management and an appropriate promotion policy.

87. Ghana, Burkina Faso, Côte d'Ivoire, Tunisia, Niger, Senegal, United Republic of Tanzania and Zimbabwe have been invited to the seminar along with UNDP, World Bank, World Tourism Organization, ICOM and ICOMOS.

## II. LATIN AMERICA AND THE CARIBBEAN

88. In Latin America and the Caribbean the Decade concentrated its activities on the promotion and co-ordination of cultural information systems with a view to the closer cultural integration of the countries of Latin America.

89. At the Forum of Ministers held in Trinidad and Tobago in November 1994 UNESCO's Regional Office for Culture for Latin America and the Caribbean (ORCALC) recommended an increase in the support for subregional groupings and submitted an external evaluation of the pilot phase of the **Cultural Information System for Latin America and the Caribbean (SICLAC)**. As agreed by the technical co-ordinator of the SICLAC project (Cuba) and the National Council for Culture of Venezuela (CONAC), in charge of co-ordinating the documentation subsystem, the first meeting of subregional SICLAC co-ordinators was held in June 1995 in Caracas (Venezuela) to define and revise certain aspects of the execution of the pilot plan. It was followed by a seminar-workshop on management, culture and information technology.

90. At the meeting of subregional co-ordinators which took place in March 1995 in Jamaica, reports were submitted on the work of the technical co-ordinator and the subregional co-ordinators.

91. Among the conclusions of the meeting were an idea for a system to gather and distribute information to experts in the field of culture (researchers, culture professionals) and a proposal to create the first SICLAC bulletin on the Internet.

92. UNESCO's Latin American Regional Office for Culture (ORCALC) has published a document on its Cultural Information System for Latin America and the Caribbean (SICLAC) project presented to the Eighth Meeting of Ministers of Culture of Latin America and the Caribbean (Managua, Nicaragua, 25-27 March 1996). It is also distributing a demonstration CD presenting some of the products resulting from the implementation of the said project's Pilot Plan. The document contains a report by the Technical Co-ordination Committee, the Evaluation of the Development of the Cultural Information System of Latin America and the Caribbean, the Regional Programme of Cultural Information, and Agreements and Recommendations of the Eighth Meeting of Ministers of Culture.

93. The proposed Regional Programme of Cultural Information aims to transform the SICLAC Project into a programme, adopting a stable organizational form suitable for professional management and the institutionalization of SICLAC. The programme's mission is to support the integration of the region's cultural segment, as well as its political and economic integration, by increasing the availability and use of cultural information in the

region through the use of modern information technologies, facilitating links between the cultural sector and tourism and other sectors of the economy, and creating and developing cultural information products and services of regional scope. The programme's planned activities and functions include projects, research and development, consultancy and technical assistance, professional development, promotion, financing and evaluation.

94. A contract was signed with the Argentine National Commission for UNESCO for the preparation of a cultural action plan for the MERCOSUR countries, 'MERCOSUR CULTURAL' (Argentina, Brazil, Paraguay and Uruguay), so as to strengthen action to conserve and enhance the old Jesuit missions under a project entitled **Missions - roads towards integration**. The document was endorsed by MERCOSUR CULTURAL and will be used as the basis for an integral development project which will be submitted to the authorities concerned for implementation, in order to contribute to improving the quality of life of peoples living in this vast territory and to protecting and enhancing its cultural and natural heritage.

95. To supplement the project, an interactive CD ROM will be produced on the basis of a contract signed by the Argentine National Commission for UNESCO and the Secretaría de Cultura de la Nación, which will disseminate the values of the former Jesuit missions, and strengthen the regional integration process, thanks to a cultural dimension which should contribute to sustainable human development.

96. More than 250 people from 35 countries, including 25 in the region, took part in the **International Meeting on Cultural Tourism in Latin America and the Caribbean** organized by the UNESCO Office in Havana, held from 18 to 25 November 1996 in Havana (Cuba) under the auspices of the governments of Cuba, Mexico and Brazil. In addition to representatives of the public and private tourism and culture sectors, the Director-General of UNESCO, the Ministers of Culture of Cuba, Brazil, Colombia and Costa Rica and the Secretary-General of the World Tourism Organization took part in the conference. A regional action plan was adopted at the end of the meeting entitled **Cultural tourism and development: a journey through our cultures**.

97. This action plan envisages the creation of intersectoral working groups to undertake research in order to prepare cultural tourism programmes and tours - including the Slave Route - which could be promoted for instance by publications and on the Internet. It also proposes encouraging craft production and folk arts, technology transfer and staff training. The participants decided to consult each other periodically to co-ordinate and evaluate the implementation of projects in the region.

## III. ARAB STATES

98. Over the last two biennia, 40 projects have been put forward, of which 21 were granted the Decade label. Of these, 18 received financial support.

99. These latter involved: the enhancement of the cultural heritage through tourism, for the benefit of local communities; crafts; probing the theme of culture and development as applied to specific cases; women's cultural approach to the management of the environment, and the promotion of the Decade's objectives through 'Regional Cultural Capital' projects.

100. An interregional conference on **The teaching of tolerance in the Mediterranean region** was held in Carthage (Tunisia) on 20 and 21 April 1995 on the initiative of Tunisia in

co-operation with a number of Mediterranean States. This conference examined the teaching tolerance from two different angles of religious training in the three monotheist religions and the impact of the media on public opinion. The cross-perceptions of different cultures and religions were the main theme of this meeting, whose discussions were led by eminent intellectuals.

101. The celebration of the **World Day for Cultural Development (21 May)** is one of the main promotional activities of the Decade. It was celebrated in over 80 of UNESCO's Member States in 1995, and the Organization's own principal activity was a **major international conference in Cairo (Egypt) on culture and agriculture**, the annual theme of the World Decade for 1995, at which the Cairo Declaration on Culture and Agriculture was adopted. Co-organized by the Decade Secretariat, FAO and the Egyptian National Commission for UNESCO, the Conference was attended by a distinguished group of international participants.

102. The Regional Cultural Capitals project is intended to promote the objectives of the World Decade for Cultural Development through a programme of cultural activities, and in particular dialogue between cultures. It is also intended to enhance the status of the culture of the cultural capital city in its region.

103. Many cultural events were held between 1 July and 31 December 1996 as part of the project **Cairo, regional cultural capital 1996**, under the authority of a committee whose members included Mr Mohamed Ghoneim, First Under-Secretary of State for Culture, Mr Naser El Ansary, Chairman of the Board of the Opera and Mr Mahmoud Fahmy Hegazy, Chairman of the Board of the National Library, as well as officials from the Ministry of Culture, Arts, Folk Arts, Theatre and Cinema.

104. In this framework, the Ministry of Culture organized a seminar of the UNESCO Shore to Shore Network (REUNIR) held from 16 to 18 December 1996 on the theme Women's participation in cultural development in urban and rural areas.

105. Four workshops enabled the participants to exchange views and pool their experience on the following subjects: gender, cultural diversity and development; relations between culture and institutions; presentation of a case of cultural intervention; prospects for co-operation in this field in the Mediterranean region.

106. Other events on the **Cairo, regional cultural capital** programme included: poetry evenings and seminars; recitals of traditional Arab vocal music; a concert by the Cairo Symphony Orchestra together with the Paris symphonic choir; a workshop on Chinese music and dance; exhibitions of the works of painters and photographs from Egypt and the Arab world; the re-opening of the Taha Hussein museum; the eighth Cairo experimental theatre festival; meetings with personalities from the information and media sectors; the inauguration of the Tahrir library; conference on the Rights of the Child and the open competition on the theme 'Egypt as seen through the art works of the world's children'.

107. Throughout 1997, as part of the **Tunis, regional cultural capital 1997** project, the city will host an extensive range of cultural events, national and Arabic and also Mediterranean in scope, focusing on various themes, of which the main ones are: cultural exchanges and mutual influences between Tunisian culture and the Arab-Muslim and Mediterranean cultures; the diversity of contemporary cultural expression; access to the historic cultural heritage and its preservation, and cultural tourism.

108. Contemporary works in the theatre, cinema, dance and fine arts will be staged or displayed at various cultural centres in the capital and will later be transferred to other regions of the country so that as many people as possible can enjoy them.

109. International meetings, such as the symposium on the scholar ibn-Rushde (Averroës), the forum on cultural tourism and the colloquium on the Mediterranean as cultural heritage to be safeguarded, are also planned. The programme also includes many thematic exhibitions. Lastly, a national audio-visual centre and a modern art museum of the city of Tunis will be founded during this year of cultural events.

110. The objective of the programme **'Culture, tourism and development', the case of the Arab countries,** is to analyse the relations between tourism and culture through specific examples and to make proposals intended to encourage the establishment of cultural tourism which would help to protect and enrich the cultural heritage and constitute a sustainable economic resource for the countries and local communities concerned.

111. Eight studies on Egypt, Jordan, Morocco, Oman, the Palestinian autonomous territories, Syrian Arab Republic, Tunisia and Yemen have been carried out on this subject, using the same model. The studies were presented and commented upon at two seminars attended by the eight experts concerned and many participants from the countries hosting the seminars.

112. The first seminar was held from 7 to 9 June 1995 at Chefchaouen in Morocco, and the model study for the programme, on Morocco, was submitted to it. The second seminar was held in Sana'a in Yemen from 17 to 19 September 1996. On that occasion, the seven other studies in the programme were presented.

113. The growth of cultural tourism at the national, regional and international levels has made the culture sector aware that tourism can contribute to safeguarding the heritage, and made government officials aware that the enhancement of the cultural heritage can generate employment and income, and thus development.

114. Consequently, partnerships have been set up between culture and tourism administrations, and between government administrations and the private sector in the form of conventions, co-operation agreements and codes including incentives and regulations conducive to cultural tourism.

115. The seminars provided an opportunity to mention the implications of the relations between culture, tourism and development, illustrated by specific cases:

Saharan and pre-Saharan tourism in Morocco, which has saved villages from abandonment and desertification. Casbahs have been restored and converted into accommodation or exhibition and sales centres for craftwork. The jobs of guides and muleteers and a network of bed-and-breakfast facilities have been created to the advantage of villagers, thanks to 'discovery' tourism.

Tourism's role in land-use planning was stressed in several studies, as was the search for mechanisms to ensure that tourism, which depends largely on cultural assets, can make a greater contribution to their upkeep and management.

The 'forgotten villages' project in Syria, and the idea of an eco-cultural park and the transformation of the village of Taibet Zamman in Jordan, which highlighted the role of

local communities in ensuring the success of ground-breaking projects involving tourism.

The need to pass on craft skills and the danger of a decline in the quality of products in the wake of efforts to meet growing tourist demand, which were mentioned by several experts including those from Palestine and Yemen.

The projects: Bethlehem 2000; staging artistic events against the background of ancient ruins (Egypt); creating 'discovery' circuits on the theme 'Living' in an oasis, in the countryside, in Kairouan, in the Medina of Tunis or in Punic or Roman Tunisia (Tunisia); trips focusing on archaeology or fauna (Oman); proposed cultural journeys focusing on myrrh and incense (Yemen) or Andalusian culture (Morocco).

116. These studies were designed to help plan high-quality strategies and projects for tourism, making it possible to preserve or even rehabilitate cultural resources and benefit the local and national economy.

117. The participants in the Sana'a seminar adopted a resolution proposing: publishing a work summarizing the eight case studies; making the group of experts which met in Chefchaouen and Sana'a into a network which could be placed at the disposal of Member States; implementing a project for each study to enhance the cultural heritage as a means of supporting economic activity.

118. The **University of Tourism and Culture for Peace** is a university network whose objective is to encourage cultural tourism in the countries of the Mediterranean basin. The network was set up on the initiative of the World Decade for Cultural Development and Mr Gilbert Trigano, President of the Association for Tourism in Favour of Peace, by an agreement between the President of that association, the Director-General of UNESCO and the Secretary-General of the World Tourism Organization. The agreement was signed on 20 June 1995 at UNESCO Headquarters. The UNESCO International Institute for Educational Planning is involved in its implementation.

119. Through this agreement, the Association for Tourism in Favour of Peace, a non-profit organization created by Gilbert Trigano, will work in co-operation with UNESCO to develop a network which will include initially the universities of Beersheba (Israel), Bethlehem (Palestinian autonomous territories), Efrane (Morocco), Tunis (Tunisia) and Nice and Marseille (France). Lecturers from different countries could give classes simultaneously in the various establishments via satellite links. The experiment should be extended subsequently to other Mediterranean universities.

120. This project rests on the belief that there is a link between peace, tourism and development and that enhancing a rich cultural heritage with a view to tourism, particularly in the eastern Mediterranean, could significantly strengthen that link.

121. The colloquium held in Nouakchott (Mauritania) on 4 and 5 November 1996 on the theme **water resources in arid and semi-arid zones, exchange of cultural knowledge and practices: the contribution of youth** and organized by the Mauritanian National Commission for Education, Science and Culture and the National Foundation for the Safeguarding of the Ancient Cities of Mauritania in co-operation with UNESCO (Science Sector, REUNIR network) was attended by 60 participants, the majority of them women, and chaired by the Secretary-General of the Government of Mauritania.

122. Participants from nine African States and several Arab and European countries exchanged practical experience with the aim of improving water resource management in the context of an integrated approach to the development of rural zones. The work of the committee in charge of roadside standpipes in West Africa was considered to be a model that could be adapted for use in other regions, as was the case-study submitted by the Moroccan National Drinking Water Office.

123. In conclusion, a recommendation to the participants was adopted requesting States to encourage departments dealing with the promotion of women to take more part in the planning of drinking-water supply and purification projects, to encourage training programmes for women in this sector, enhancing their traditional knowledge, and to implement a policy to make communities take more responsibility for acquiring and managing water supply equipment.

124. The recommendation further requested the Director-General of UNESCO to co-ordinate field action undertaken by UNESCO in conjunction with other United Nations agencies.

125. To follow up this colloquium the establishment of networks for the exchange of experience, the organization of travelling seminars and the production and dissemination of educational materials are envisaged.

126. A meeting was held from 10 to 18 July in Rabat (Morocco) on the **creation of an International Cultural Action Centre** in Morocco. Organized by the Moroccan National Commission for Education, Culture and Science and the UNESCO Rabat Office, under the auspices of the Ministry of Higher Education, the meeting was intended to set objectives for the project, its terms of reference, and the priority actions required to set it up and launch its activities, in particular regarding training for cultural organizers in Moroccan universities.

127. Morocco has launched a project on **Developing cultural sponsorship** around the theme of investment in culture, and it involves the following activities: documentary research to summarize thinking and experience in the matter; study of the legal framework for sponsorship; preparation of a methodological guide; organization of a conference on sponsorship in Morocco in Autumn 1997.

## IV. ASIA AND THE PACIFIC

128. In the Asia and the Pacific region, several important activities have taken place since the last ordinary session of the Intergovernmental Committee. The major themes have concerned culture and environment, culture, health and population, culture and tourism, and financing culture in the former socialist economies.

129. In September 1994, a regional network of Asian researchers and development workers working on the theme **The cultural dimension of development** was launched in Thailand. This project has been a joint undertaking by the Thai National Cultural Commission, the Social Research Institute in Chiang Mai, and the Decade secretariat at UNESCO Headquarters. Phase I of the project brought researchers from participating Member States in Asia (Bangladesh, Cambodia, Lao People's Democratic Republic, Nepal, Philippines, Thailand and Viet Nam) to a one-week intensive workshop in Chiang Mai, Thailand, from 29 August to 4 September 1994; the workshop included the presentation of national case-studies, field visits to projects incorporating the cultural dimension into development, and the formulation of research guidelines.

130. The second phase of this project has consisted of operational field activities and pilot projects, undertaken at the local level, in each of the eight participatory Member States. Over the past two years, using modest seed-money project grants from the Decade secretariat, the researchers in this network have been working on pilot experimental projects throughout the region in Bangladesh, Nepal, Viet Nam, Cambodia, Myanmar, Lao People's Democratic Republic, Thailand and the Philippines. The projects are all action oriented, aimed at village level development, and have one principle in common: they all begin from local values, local knowledge, and local cultural practices and beliefs. In short, they are all attempts at establishing a real (not simply theoretical) relationship between culture and development, in areas defined by the local communities themselves: community health and development, crafts and artisanat, small credit for women's groups, and natural resource management, to name but a few.

131. Phase III brought the researchers together again, in Chiang Mai, in March 1996, to present their research findings and the implications for future development-policy formulation and development research. One of the keys to the success of this programme has been the search for innovative ways of bringing together the three main groups of actors in local development programmes - researchers and scientists, NGO workers and community groups, and government officials and bureaucrats - in a creative synthesis that can help to improve the quality of life of the local community while respecting the values and traditions essential to their identity and cultural integrity.

132. Running parallel to this project on 'Culture and development', another important regional project on 'Culture and environment', launched in January 1995, was **the cultural context of natural resource management**. Natural resource management in South-East Asian countries has posed increasing problems due in part to increased resource use during the process of development and in part to a lack of understanding of the cultural dimensions of natural resource management. Specifically, the process of development in these countries has ignored traditional ecological knowledge that has been accumulated and utilized for centuries, and development projects have not taken into consideration the practical indigenous knowledge that has traditionally facilitated survival. Instead, traditional knowledge and value systems have generally been regarded as 'backward' and as a 'barrier' to development. In recent years, however, social scientists, NGO workers and village leaders in South-East Asia have begun to rethink the idea of development and are turning again to traditional knowledge systems for an understanding of natural resource management.

133. The first phase of this project consisted of a training workshop, held in Chiang Mai, Thailand, from 5 to 12 January 1995. The workshop brought together an interdisciplinary group of researchers, including anthropologists, ethnobotanists, biologists, foresters and others involved in upland natural resource management. In Phase II of this project, the participant researchers have undertaken participatory action research projects in their local communities, as well as organizing local workshops, and participating in study tours and apprenticeships with other members of the network. In the long term these activities have led to the formation of a network of like-minded researchers actually involved in the development process and specifically interested in the cultural context of resource management in South-East Asia.

134. Phase III of this project was marked by the concluding meeting held in Chiang Mai, from 11 to 15 March 1996 and organized in collaboration with the Social Research Institute of Chiang Mai University. The meeting brought the aforementioned researchers and community development workers together to share in their experiences of the past two years, and to propose follow-up and future orientations for the networks.

135. Also in the framework of the major regional theme, 'Culture and environment in Asia', a regional conference on **The cultural context of natural resource management in the Himalayan/Hindu Kush region** was held in Pokhara, Nepal, from 5 to 9 January 1996. Co-organized by the Nepal Commission for UNESCO, the Decade secretariat, and a dynamic Nepali NGO, the King Mahendra Trust for Nature Conservation, the event illustrated the rich possibilities for co-operation between UNESCO, national authorities and local NGOs. From the beginning, this initiative has been marked by close intersectoral collaboration between the UNESCO Sectors for Culture and Science, and this interdisciplinary approach was well reflected both in the themes of the conference, and in its participants - ecologists and anthropologists, social scientists and foresters, NGO workers, researchers and government officials - who met to share their experiences and define future fields of action on an innovative and very promising approach to natural resource management - one that combines the rigour of modern science, with the age-old traditions, beliefs and extensive specific knowledge of the environment of local peoples and cultures. Such an approach, we have discovered through our networks of projects and researchers in Asia, has many benefits: the rural poor are the primary beneficiaries; resources are targeted at the village level; support is given to direct community initiatives, undertaken in terms in which the community itself can readily define, grasp and understand; it involves utilization of community knowledge, and thus a strengthening of people's sense of self-esteem and genuine pride in their own culture.

136. As a follow-up to this conference, and on this same theme of 'Culture and environment', an important subregional project for the Himalayan region on **Indigenous knowledge, gender and development** has been launched in Nepal, in co-operation with the International Centre for Integrated Mountain Development (ICIMOD). The first phase of the project, training in methodologies for gender and indigenous knowledge research, brought together a group of 20 young, dynamic researchers, community leaders, and NGO workers from the Himalayan region, for an intensive 10-day workshop on participatory research/action methodology (Pokhara, Nepal, 30 May-8 June 1996).

137. In Phase II of the project, now under way, the participants will undertake participatory action/research projects in their local communities, with a view to strengthening the local population's capacity to participate actively in the development process, and to sensitize decision-makers to the importance of indigenous knowledge, cultural traditions, and gender issues, in the development process. The long-term aim of the project is to establish a network of pilot projects and researchers throughout the Himalayan-Hindu Kush region, promoting the importance of indigenous knowledge in development, and demonstrating practically how this can be approached. By combining the rigour and discipline of science and research with indigenous knowledge and traditional practices, the project is promoting an approach to sustainable development founded not only upon long generations of experimentation and observation, but also embedded in local systems of value and meaning.

138. In August 1995, the **Switzerland-Indonesia Forum for Culture and International Tourism** in Yogyakarta was attended by more than 500 participants. Twenty-four Indonesian universities, including the prestigious Gadjah Mada University where the conference took place, took part.

139. Particularly noteworthy were the statements by Mr Pérez de Cuéllar, former United Nations Secretary-General, on North-South aspects of tourism, Mr de Villiers, South Africa's Minister for Culture, Mr Serageldin, Vice-President of the World Bank responsible for Environmentally Sustainable Development, who spoke about the cultural dimension of

development and tourism, and Mr Joop Ave, Indonesian Minister for Tourism, Post and Telecommunications.

140. One of the conference's major preoccupations was the relation between tourism and the trend towards the globalization of culture. Relations between national tourism and international tourism were illustrated by the case of Indonesia which, in 1994, recorded 72 million national visitors and 4 million foreign visitors. The importance was stressed of explaining the significance of sites and of educating and sensitizing local communities to the need for them to contribute to protecting the sites.

141. The participants in the conference concluded that there was an urgent need to encourage alternatives to mass tourism and that decision-makers should take measures to ensure that tourism did not get out of control. They hoped that everyone involved in tourism could work together to install regulatory mechanisms, in particular involving local communities.

142. On the theme of financing culture in the former socialist economies, an international conference on **Financing culture in the period of transition to a market economy** was held in Ulan Bator, Mongolia, from 22 to 26 October 1994.

143. In most of the countries in transition to a market economy, cultural policy and the means for financing the culture sector are being redefined. This is especially true in the former socialist countries, where the arts were often lavishly funded by the State. With the collapse of the Soviet system and the accompanying economic crisis many of the former socialist countries are unable to provide adequate financial support for their culture sectors. The situation is exacerbated by the newly emerging independent culture sector's own financial weaknesses and inexperience in promoting its interests.

144. Recognizing the urgency of this situation and the complicated issues involved in addressing and resolving the problems involved, representatives of Bulgaria, China, Democratic People's Republic of Korea, India, Japan, Kazakstan, Lao People's Democratic Republic, Mongolia, Poland, Republic of Korea, Romania, Russian Federation, Viet Nam, UNESCO and UNDP participated in a conference held under the auspices of the World Decade, the Mongolian Ministry of Culture and the Mongolian National Commission for UNESCO.

145. The conference provided a unique opportunity for the participants to exchange experiences and ideas in funding and supporting the culture sector. In addition to presenting country papers detailing the current status of the financing of culture in their respective countries, the delegates also participated in a series of workshops, whose topics included international foundations and their relation to the culture sector in transition, legal and tax issues confronting the culture sector, business support for the culture sector, promotion (domestic and international) of the culture sector and its needs, the cultural and financial needs of nomadic and rural peoples, and equal access to culture and its economic implications.

146. Among the delegates' recommendations was an appeal to UNESCO, UNESCO National Commissions and Member States to identify ways of providing management training for both government and non-governmental cultural institutions. The conference also called upon governments to endorse the allocation of a specific portion of their State budgets to the culture sector, to modify existing tax laws to encourage private sector financial support for the culture sector, and to give immediate attention to the status, rights and obligations of non-profit-making public and private cultural organizations.

147. Finally, the conference reaffirmed the difficult long-term problems facing the cultural sector in the former socialist countries and the need for an annual conference to review the financial and socio-economic aspects of those problems.

148. As follow-up to the Ulan Bator initiative, a second project **Investing in culture in Central Asia** was launched at a meeting of experts which took place in Tashkent from 2 to 6 September 1996, attended by 20 participants from Uzbekistan, Kazakstan, Kyrgyzstan, Tajikistan and Turkmenistan, all countries in transition to market economies, as well as by representatives from UNESCO, UNDP and the Council of Europe. Under the former socialist regime, while freedom of expression was extremely limited, nearly all cultural activities were entirely State sponsored, and government investment in the culture sector was both generous and assured. Now, however, public sector investment in culture has been drastically slashed, while new approaches to investing in culture and sources of revenue, have not yet evolved. The meeting examined preliminary country reports on the problems of financing culture in the Central Asian Republics, examined alternative models for investing in culture from Europe, North America and East Asia, and established a common methodology and time schedule for the five national in-depth case-studies to be carried out on this theme during this year. The results of this research will be tabled at a second expert meeting in September 1997, and recommendations for concrete follow-up proposed at that time, in light of the research findings.

149. The **Vaka Moana (Ocean Roads) Programme**, conceived for the Pacific subregion in the framework of the World Decade to address specifically the cultural dimension of development, has undertaken several initiatives since its launching in 1994. Three primary areas of concentration were approved by the Vaka Moana Board for the project: culture and science (especially traditional marine tenure), culture and tourism, and culture and society. The UNESCO Apia Office and the New Zealand National Commission for UNESCO have collaborated to produce an information brochure on the Vaka Moana project, and funding for promotional work was provided by the Australian National Commission for UNESCO.

150. The UNESCO Apia Office, in collaboration with the Women in Business Foundation (a Pacific non-profit-making NGO), staged a craft exhibition to coincide with the Pacific Commonwealth Association for Local Action and Economic Development (COMMACT) Conference held in Apia from 29 August to 2 September 1994. In July 1994 a workshop on traditional marine tenure and management in Asia and the South Pacific was held in Suva. UNESCO (through the Science and Culture Sectors), in collaboration with the International Ocean Institute (Pacific), participated in the workshop, which was funded by the International Ocean Institute, the Western Pacific Fisheries Consultative Committee, the Government of France, UNESCO, Astrolabe, Inc. (Washington D.C.), and the University of the South Pacific. From 14 to 21 August 1994 the International Outrigger World Sprints Championship was held in Apia (Western Samoa) harbour. To mark this event, UNESCO, in collaboration with the Western Samoa Canoe Association and the Western Samoa Craft Carvers Pty Ltd, staged a traditional canoe-carving competition.

151. Also in the **Vaka Moana** project, several other activities are worth noting. A two-year interdisciplinary research project on traditional knowledge and medicinal plants in Samoa was completed in 1996, and a publication is now in preparation. In Niue, the first phase of recording the oral history traditions of important natural heritage sites has also been completed in 1996. Elsewhere, Pacific-wide poster and essay competitions on the themes 'My culture, my heritage' and 'Traditional agriculture', respectively, were held in September 1996, and it is hoped to publish some of the best works from the competitions. The Vaka Moana

radio programme, an intersectoral activity launched in 1995 with input from the Communications Sector, in collaboration with Radio New Zealand and the New Zealand National Commission for UNESCO, gave extensive radio coverage throughout the Pacific to the cultural activities of the seventh Festival of Pacific Arts, held in Apia from 8 to 23 September 1996. Co-sponsored by UNESCO, and recognized as an official activity of the World Decade, the festival also hosted a meeting of the Board of Directors of Vaka Moana, as well as to serve as a vehicle for making better known UNESCO's work in the region.

152. Lastly, still as part of the Vaka Moana project, a seminar on tourism and culture was held in Papua New Guinea from 6 to 9 December 1995. It was agreed that the concept of village guest houses, catering to a limited number of visitors, was conducive to a type of tourism which would respect nature and local culture while at the same time benefiting local communities.

153. Finally, a major regional symposium is also scheduled for July 1997, on the theme **Culture and sustainability in the Pacific**.

154. As regards culture, health and population, a meeting on **The socio-cultural context of family planning in Asia**, organized by the Indonesian National Commission for UNESCO in collaboration with the Decade secretariat, was held in Yogyakarta from 22 to 25 August 1994. The countries invited represented the most populous countries in Asia. During the meeting the participant-experts sought to compare their countries' efforts and pool their experience in the area of family planning and population programmes, laying particular emphasis on the socio-cultural context of each society. Together with other questions, the discussions focused on identification of religious, social and cultural taboos and their influence on population policies; they also brought out successful examples of working within local or national socio-cultural norms to produce effective population programmes. The recommendations of the meeting were transmitted by the Indonesian Minister for Population to the International Conference on Population and Development held in Cairo from 5 to 13 September 1994. A second meeting, this time international in scope and specifically with the participation of experts from the nine most populous countries in the world, will be held in Indonesia, from 14 to 18 April 1997. The meeting is being organized in close collaboration with UNFPA and the Directorate-General for Culture in Indonesia.

155. The 1996 international celebration of the World Day for Cultural Development was marked by an International Conference held in Chiang Rai, Thailand, on the theme **Culture and health**. Co-organized by UNESCO and WHO, and hosted by the Thai Office of the National Cultural Commission, the conference was inaugurated by Her Royal Highness Princess Maha Chakri Sirindhorn. Several hundred persons attended the five day sessions from 27 to 31 May, including senior decision-makers from the Ministries of Health in several countries in the region, medical doctors and researchers, traditional healers and practitioners, cultural anthropologists and community leaders, as well as religious and spiritual figures from all over the globe, to consider and share experiences on such themes as 'The cultural context of caring' and 'Death and dying in different cultures'. The secretariat of the World Decade intends to co-publish the proceedings of the conference, as well as a summary document aimed at a broadly based public, in collaboration with WHO, whose own magazine *World Health* featured the theme 'Culture and health' in its March-April 1996 issue, with an introductory article co-signed by the Directors-General of our two agencies. The Conference unanimously recommended that UNESCO and WHO *continue to pursue their inter-agency/ interdisciplinary co-operation on the theme of 'Culture and health', including, in the Asian region, pursuing the possibility of organizing an international conference on culture, ethics*

*and health, inviting the participation and highlighting the work of religious and spiritual leaders and authorities, in collaboration with UN AIDS.* This is an excellent example of an inter-agency and multidisciplinary approach to a specific and concrete development theme, for which the World Decade was originally conceived and launched, and in which UNESCO's sister agencies in the United Nations system have now become our active and willing partners.

156. The **Great Music Experience**, was held in Nara, Japan, on 20, 21 and 22 May 1994. Bob Dylan, the Tokyo New Philharmonic Orchestra, a choir of 150 Buddhist monks, Joni Mitchell, The Chieftains (traditional Celtic music), two traditional Japanese orchestras and a 15-piece traditional Japanese kodo-drum band were among the artists who came together to play, and to celebrate the World Day, at the famous eighth century Todaiji Temple in Nara. The performers lived and worked together for several days leading up to the concerts and produced a truly unique synthesis of East and West, modern and traditional, exotic and mainstream, under the musical direction of George Martin, the legendary producer of The Beatles and himself a renowned classical musician and composer. The concert, co-sponsored by UNESCO and recognized as an official activity of the World Decade, was broadcast in over 50 countries, with a potential worldwide television audience of some 500 million viewers.

## V. EUROPE

157. Over the last three years (January 1994-October 1996) the contribution of European countries to the Decade has developed with the same intensity as in the previous reporting period. Altogether some 300 new project proposals have been presented to the Secretariat, 186 of them have been recognized as Decade activities.

158. The analysis of these global figures, as well as the outputs, shows the strengthening of the positive trends observed in previous years:

the balanced participation of Western (60 per cent) and Eastern (40 per cent) European countries;

the increase of projects of a subregional, regional or interregional scope - to the extent that initiatives of a merely national character are rare;

the balance between continuing projects and new undertakings, which shows the consolidation, on a permanent basis, of projects and networks launched earlier whilst expressing the dynamism of the Decade and the lasting interest shown by Member States in contributing actively to the Decade;

the growing concentration of efforts around certain regional priority initiatives and the increasing number of concrete products (reports, studies, publications, videos, etc.) making visible and accessible the results of the Decade;

the strengthening of partnership and co-ordination with other organizations, including the Council of Europe, the European Union and specialized NGOs, with a view to pooling intellectual and financial resources.

159. The two main areas of concentration are: (i) Culture and development interaction, with a wide range of initiatives, concerning for example the world report *Our Creative Diversity* (Canada, Sweden, Germany, Netherlands); Cultural dynamics in development processes

(Netherlands); Culture and health (arts in hospital); Culture and environment (Slovakia), Tourism (ELRA, Czech Republic, Switzerland, AIEST, Italy, Greece); Post-war reconstruction (Croatia); Regional development (Bauhaus-Forum, Germany); Culture and urban development (culture in the neighbourhood), Arts and science (European Academy of Science, Arts and Literature); Cultural indicators of development (Centre Lebret, France); Traditional know-how and knowledge (Canada, Russia); Business management and African cultures (South-North Network: Cultures); Culture and population (Switzerland), etc.; (ii) Cultural policy and management with specific interest for financing culture (Central and Eastern Europe), Employment (CIRCLE and Italy), Privatization, local and regional cultural policy (Spain), cultural pluralism, action in favour of women and youth, training of cultural managers and cultural information, etc.

160. A great number of projects concern themes like heritage, promotion of the arts and handicrafts, media, study and dissemination of cultures, intercultural projects, anniversaries (Armenia), the disabled (Toys for Handicapped Children, Germany).

161. Among European regional projects included in UNESCO's programmes for 1994-1995 and 1996-1997, the widest in scope is the research programme on the **Management of cultural pluralism in Europe**. Following two years of preparatory work, this project was launched by the European expert meeting organized in Gimo (March 1995) in co-operation with the Swedish National Commission for UNESCO and with CEIFO, Centre for Research in International Migration and Ethnic Relations, University of Stockholm. It was attended by specialists and researchers from 26 countries and representatives of the European Commission of the Council of Europe, who discussed the objectives and priority issues on the basis of the two substantial reports prepared by CIRCLE and CEIFO. The meeting proposed to set up research and policy-oriented networks on specific issues, like 'Multicultural policies and modes of citizenship in European cities' (carried out in collaboration with UNESCO's MOST programme), 'Intercultural education', 'Mixed border communities', 'Cultural pluralism and media'. Each of these networks is co-ordinated by a scientific institution, the overall co-ordination is ensured by CEIFO, with the financial support of the Swedish authorities and UNESCO. Each group organizes periodical meetings to discuss specific topics and to monitor co-ordination of the research. Thus, the group on mixed border communities has an ongoing programme of such meetings in Slovenia, the Netherlands, Andorra, Ukraine and Estonia.

162. Since the Gimo meeting, the scope of the project has been extended to new fields and enriched by new components. It now includes: (i) the project 'Observatory of multicultural development', which concentrates on multicultural issues of selected European municipalities and publishes an annual report on the theoretical and practical implications of new developments; (ii) the project of launching a UNESCO Summer School on the Management of Cultural Pluralism in Europe, the first of which will be held at Stockholm University in August 1997; (iii) the group 'Cultural pluralism and economy'.

163. The research groups are preparing reports for publication in a series of books which, together with the conclusions of the work carried out, will be presented at a closing meeting planned within 'Stockholm - Cultural Capital of Europe 1998'.

164. The first two volumes of the series have already been published and disseminated. The first 470-page volume contains the proceedings of the Gimo Expert Meeting, while the second, entitled *Media and cultural pluralism in Europe*, reviews the situation of migrants and minorities as regards the media, and analyses policies and actions carried out by European countries and institutions with a view to promoting cultural pluralism with respect to media.

165. As part of the major regional project **The Blue Danube - the cultural dimension of development and co-operation in the Danube basin**, launched following two meetings of experts (Sofia, 1991 and 1992), in which ten Member States participated, the following activities have already been undertaken:

(a) A comparative study of cultural policies in the Danube countries. The content and methodology of this research project were defined by an expert group (February 1994) and a working group (July 1994), both of which met in Sofia. The results of the national studies undertaken within this framework were examined at a meeting held in Sofia in January 1997 with a view to be presented in a synoptic report to be disseminated in 1997.

(b) Drafting of a tourist guide highlighting the wealth of the cultural and natural heritage of the Danube countries. A meeting of experts to co-ordinate the work was held in Sofia in December 1993, and another in Budapest in March 1994. The tourist guide will be published in 1997.

(c) Organization of an expert meeting on privatization in the cultural sector, with a view to promoting exchanges of information and experience in order to facilitate the search for solutions to problems encountered in the countries in question (Sofia, May 1995).

(d) A study of the development of networks and creation of a data bank designed to facilitate co-operation between cultural centres in the countries of Central and Eastern Europe. The results of this work were published by the **Culturelink Bulletin** (IRMO, Zagreb).

166. The latest initiative of the Blue Danube project is to create a permanent mechanism for continuing co-operation among the participating countries beyond the end of the Decade and, in the framework of its follow-up, to establish in the Danubian countries a network of UNESCO Chairs in the field of cultural management. According to the work plan a meeting of the institutions concerned will be convened in 1997.

167. Several meetings and research projects have been undertaken as part of the **Europe without walls** project, initiated by Romania at a meeting organized in 1993 in Sinaia: two symposiums, the first on **Cultures, religions and democracies** (Sinaia, 1994), the second on **Traditional art, history and design: origins and prospects** (Sibiu, Romania, May 1995); a regional meeting on the theme **Coexistence of linguistic minorities and cultural interaction**, in which 11 Central and Eastern European countries participated (Chisnau, Moldova, June 1995); a research project and two international meetings on **Land use, culture, environment and development in the Carpathian Danubian region** (Banská, Stiavnica, Slovakia, November 1995 and 1996), which examined the possibilities of a holistic approach to landscape management with the participation of specialists in cultural heritage and landscape ecology; a meeting organized by the Bulgarian National Commission and the Institute of Culturology of Sofia (12-16 October 1995, Burgas), on **The process of East-West migration in Eastern Europe after the Cold War**, which discussed the following problems: (i) migrations and cultural change; (ii) the brain drain: motivation, effects, answers; (iii) intercultural/multicultural education: the new educational paradigm; the research programme on the 'Cultures of the East in the period of totalitarianism', which will be concluded at a meeting in Bucharest and Moscow in 1997.

168. The objectives of these ventures are closely linked with those of the regional projects **Blue Danube** and **Management of cultural pluralism in Europe**.

169. Three more meetings of experts were held under the regional project **Culture in the neighbourhood**, launched in 1987 by the Swiss National Commission for UNESCO. The meeting in Unna (Germany, 1994) was devoted to the problems of democracy in multicultural cities and the one in Tallinn (Estonia, 1996) to the role of research and training in developing cultural life in a neighbourhood. The penultimate meeting of the project was held in Strasbourg (30 May-2 June 1996). More than 40 people of 15 different nationalities took part in the discussions on the role of artistic and creative activities, both professional and amateur, in promoting urban neighbourhood culture. At the end of the meeting, the participants looked at the follow-up to the project which it was proposed should in future take on an interregional dimension. This extension will in fact be undertaken at its last meeting, to be held in Ouagadougou (Burkina Faso) in 1997. The project's co-ordinating committee has proposed that the interregional expansion could be organized in the context of the eight pilot projects to be undertaken as part of the follow-up to the Decade and to Habitat II between 1998 and 2001 with the aim of promoting African-European interaction, reinforcing, through twinning and joint activities, the role of culture in human development in an urban setting, in particular with regard to children and young people.

170. The participants of the regional project **Arts in hospital** have come to a similar conclusion. In fact, the subsequent annual conferences and expert meetings organized in Berlin (1994), Oslo (1995), Vienna and Geras (Lower Austria, 1996), have expressed the wish and spelled out formal recommendations, suggesting that this project, launched at the beginning of the Decade and carried out with success in the Europe region, should be extended to other regions in the follow-up of the Decade after 1997, as a joint UNESCO-WHO programme on culture and health. The closing meeting of the Arts in hospital project will be held in 1997, in Ljubljana (Slovenia) but the members of the network will continue their co-operation beyond the end of the Decade.

171. In addition to these projects, there have been new regional initiatives, such as the network of **European cities of the great discoveries**, and joint research on the subject of **multiple cultural identities**. This research, which was launched several years ago, was placed under the auspices of the Decade in the form of meetings of experts held in Slovenia (1994) and Estonia (1995). The report of the project was published and disseminated in 1996.

172. The efforts for promoting cultural information networks continued. The first world conference of the **Culturelink network** met in Zagreb (June 1995), to discuss problems of cultural communications and cultural change and to make recommendations on future policy lines for the network, launched in 1989 and currently comprising over 1,000 cultural development co-operation, research and information centres, and networks. With its large interregional membership Culturelink is in fact the biggest Decade project in its geographical scope and the most efficient in terms of visible products. Over the last three years 12 quarterly issues of the *Culturelink Bulletin* have been published, as well as the *Culturelink International Directory of Cultural Documentation Centres and Data Bases* and the *Repertory of Central European Cultural Centres*. Data bases on cultural research projects and networks as well as on cultural policies have been created and made accessible on the Internet.

173. Complementary to the worldwide cultural information services developed by Culturelink, a meeting of European Cultural Database Operators (1994) and a working group on the Co-operation for the Development of Cultural Information in Central Europe (1995)

were organized in Budapest with a view to promoting networking among existing data bases and services.

174. In the priority area **Investing in culture**, UNESCO will convene an international conference on the 'Preservation and Development of Cultural Life in Central and Eastern Europe', as follow-up to a resolution adopted on this project by the General Conference at its twenty-eighth session.

175. The conference, to be held in Budapest from 22 to 26 January 1997, is being organized in co-operation with the Hungarian Ministry of Culture and Education, the Hungarian National Commission for UNESCO and the Council of Europe with the support of the European Union and other organizations and foundations.

176. The main objective of the conference will be to consider the specific problems facing countries of the subregion in the field of financing culture in the period of transition to a market economy. Taking into account the results of other meetings and research projects organized previously to explore these problems, the conference will provide a forum for discussion of the changes which have taken place in the subregion over the past six years, for identifying priority needs, and for the elaboration of recommendations relating to possible solutions and joint action likely to contribute to the improvement of the situation in each country as well as to give new impetus to co-operation in the subregion. The discussions will bear on three major issues: public policies relating to the financing of culture; the needs and problems of creators, cultural workers, cultural specialists and intellectuals; the place and role of the private sector, sponsorship and international organizations, foundations, and associations in the promotion of culture.

177. The conference will be attended by some 60 participants: representatives of 11 Member States from the subregion which have achieved, to varying degrees, significant progress towards a market economy: Bulgaria, Croatia, Czech Republic, Estonia, Hungary, Latvia, Lithuania, Poland, Romania, Russian Federation, Slovakia, Slovenia, observers from Albania, Bosnia and Herzegovina, the former Yugoslav Republic of Macedonia and Yugoslavia, as well as experts from a number of Member States in both Western and Eastern Europe and representatives from regional organizations, networks and foundations.

178. Under the label of the World Decade for Cultural Development, the Italian province of Agrigento in Sicily, in association with other regions and towns - Aix en Provence, Corte and Patras - has launched a **Mediterranean network of ancient theatres** under the name of Dionysus, patron god of the theatre in Greek mythology, with the aim of making this archaeological heritage more accessible to the general public, and of creating jobs and income. The cultural heritage will be enhanced by its use to stage performances which use the latest technology. The project involves setting up a data bank, a training programme on the management and marketing of cultural tourism products and an international plan to promote this heritage of ancient theatres.

179. The province of Agrigento in Sicily (Italy) has also launched, together with UNESCO, a project to increase the touristic value of **Agrigento's Temple Valley**. The Euro-Mediterranean conference to be held in the city in May 1997 will be an opportunity for site managers and tourism and culture professionals to exchange experience, and the findings should be integrated into the project. Those responsible locally for implementing the project and the local community concerned will enter into a dialogue with participants from many States of the Mediterranean region and Europe.

180. The organizers from Agrigento Province met representatives from the Culture Sector at UNESCO Headquarters on 15 November 1996 to determine co-operation procedures for organizing the project.

181. The **Switzerland-Indonesia Forum on Culture and International Tourism** is sponsored by the World Decade for Cultural Development and is held alternately in Switzerland and Indonesia. The forum met in Lausanne in 1989, Yogyakarta in 1993 and again in Lausanne in November 1994.

182. At the 1994 session contributions were made to debates by Mr Delamuraz, Swiss Federal Councillor, Mr Smaoui, former Minister for Tourism of Tunisia, Mr Karna Sakija, President of the Nepal Heritage Society, Mr Molyvann Vann, Minister for Culture of Cambodia and Ms Diabaté, former Minister for Culture of Côte d'Ivoire. The example of the island of Saint Lucia in the Caribbean, which had managed to control its tourist development, was presented and commented upon.

183. The issues addressed were: the creation of a buffer zone around major sites such as Angkor in which no building would be allowed; the need to maintain the quality of craftwork sold to tourists, and the importance of the intangible cultural heritage in Africa and other areas. The Decade helped organize the event and took part in the discussions. A favourable reception was given to the idea that UNESCO's mission to safeguard the heritage was compatible with a managed enhancement of the heritage in the context of tourism as a contribution to development. The conclusions emphasized that tourism is a cultural activity which encourages knowledge and mutual understanding.

184. The University of Venice's Centre for the Study of the Tourist Economy in association with the UNESCO Venice Office (ROSTE) and the World Decade for Cultural Development studied the issue of tourism in historic towns with the programme **Art Cities and Visitors' Flow**. The programme has produced two publications, on 'Tourism and historic cities, the impact of tourism and management of tourist flows in Aix en Provence, Amsterdam, Bruges, Florence, Oxford, Salzburg and Venice' and the proceedings of the international seminar held in Venice on 24 and 25 June 1995 on alternative tourist circuits in historic cities. The experience of several historic cities including Prague, Bath, Ferrara, Genoa, Sopron, Salzburg, Rotterdam and Venice in the management of tourist flows was considered at the seminar, with a view to optimizing the benefits of tourism and reducing its costs. When the costs outweigh the benefits, the sustainability of tourism comes into question and measures must be taken to control the flow.

185. If care is not taken, tourism can sap the vitality of local economies, the integrity of the cultural heritage and the quality of life of local inhabitants. The cases presented to the seminar demonstrated that tourist interest in historic towns is growing, as is shown by the high level of the ratio between visitors and residents, which has reached 23.4 to 1 in Bruges (Belgium), 36 to 1 in Salzburg (Austria) and 89.4 to 1 in the historic centre of Venice. Historic cities are however often more concerned to run good publicity campaigns than to introduce tourist management plans and take the appropriate measures. The programme **Art cities and visitors' flow** produced a useful exchange of experience between historic cities which made it possible to identify tourist flow management principles in art cities.

186. The World Conference on Sustainable Tourism was held in Lanzarote, Canary Islands, Spain, between 24 and 29 April 1995 under the auspices of the Spanish Government, UNESCO, UNEP, WTO and the European Union, with the assistance of the association

INSULA, and attracted over 400 participants. The World Decade for Cultural Development and the Man and the Biosphere programme (MAB) represented UNESCO. The meeting enabled many international, intergovernmental and non-governmental institutions, and also consultants and business undertakings to exchange experience on the basis of accounts of specific projects and to debate the principles of sustainable tourism and ways of implementing them.

187. In conclusion to the conference, a Charter for Sustainable Tourism, prepared by the institutions which had sponsored the conference, was adopted by the participants, as was a recommendation to States and regional governments 'to draw up urgently plans of action for sustainable development applied to tourism, in consonance with the principles set out in this Charter'. The Charter recalls that tourism is an ambivalent phenomenon, with the potential to contribute to socio-economic and cultural development, but also to the degradation of the environment and the loss of local identity. The Charter also includes an encouragement to all those involved in tourism, in the public and private sectors, to co-operate, to adopt codes of conduct conducive to sustainability and to take all necessary measures to raise awareness and inform all the parties involved in tourist activities - professionals, tourists and host communities - of the content of the Charter.

188. The **Milan International Tourism Fair (BIT)**, one of the biggest commercial tourist fairs in the world - 100,000 visitors, 5,000 exhibitors - chose the theme of culture and tourism for its 1996 event (28 February-5 March). The growing interest of tourists in the cultural heritage is a widespread phenomenon, as shown by the 13 per cent growth in sales of tickets for the main museums in Italy from September 1994 to September 1995.

189. At the request of BIT, UNESCO (World Decade for Cultural Development, World Heritage Centre) and the European Union, together with the World Tourism Organization and the Council of Europe, organized several initiatives at the tourism fair: (i) a round table of eminent personalities to inaugurate the fair with an audience of 300 decision-makers and journalists. In addition to Mr Federico Mayor, Director-General of UNESCO, the speakers included Mr Papoutsis, European Commissioner for Tourism, Mr D'Addio, Italian Under-Secretary of State for Tourism and Mr Frangialli, Assistant Secretary-General of WTO; (ii) the signing of a co-operation agreement between UNESCO and WTO at the end of the round table; (iii) UNESCO's stand at the fair with brochures and documents from the Culture Sector and an exhibition space of 100 $m^2$, next to the European Union, where 24 photographs of the cultural and natural heritage of Mali were displayed; (iv) information on UNESCO's programmes and its approach to tourism, provided to the many professionals who visited the UNESCO stand; (v) a forum consisting of four thematic workshops: 'Management of cultural sites and visitor flow', 'Cultural tourism, education and training', 'The cultural tourism product', 'Promotion and distribution' and 'The relation between tourism and culture in the Mediterranean region'.

190. UNESCO's presence at this international tourism fair marked a new stage in its involvement in enhancing the cultural heritage through tourism. It will also have had a positive effect in raising awareness among decision-makers and the general public of the values supported by UNESCO in the fields of culture and development. It was in addition an opportunity to strengthen our co-operation with intergovernmental organizations (European Union, WTO, Council of Europe) and to begin a promising dialogue with private tourist undertakings.

191. UNESCO (World Decade for Cultural Development) organized a **Round Table on the theme 'Culture, tourism, and development: crucial issues for the twenty-first century'** in tandem with the International Association of Scientific Experts in Tourism (AIEST), which has members in 40 countries, and the journal *Annals of Tourism Research*, published in the United States of America.

192. The objective of the meeting, held at UNESCO on 26 and 27 June 1996, was to look in greater depth at the implications of the development of tourism, which accounted for over 570 million international visitors in 1995, and to help UNESCO to determine the direction of its action in this field and the forms that it should take. Among the specialists - researchers, architects, museologists, economists, sociologists, tour operators - who came from Africa, America, Asia and Europe, were Mr Jafari, ethnologist and editor-in-chief of the journal *Annals of Tourism Research*; Mr Keller, economist, President of AIEST and President of WTO's Europe Commission; Mr Hawass, General Director of Giza Pyramids; Ms Lim, former Minister for Tourism of the Philippines, Mr Cachin, General Director of Club Méditerranée and Mr Iwand, Director of the Environment Department of the German tour operator TUI, the biggest in Europe.

193. The participants compared their views on the links between culture, tourism and development in the presence of representatives of Member States, international institutions and tourism professionals. They suggested redirecting tourist policies towards fairer remuneration for the costs of maintaining and managing the cultural and natural heritage and suggested that examples of culture and tourism policies enabling such a transfer should be made widely known. The introduction of a tax on aviation fuel was proposed to fund the safeguarding of the heritage.

194. Referring to globalization, the speakers wondered whether changes in ways of life brought about through contact with tourists might undermine cultural identities or whether they were to be regarded as natural. They pondered the paradox of wanting to preserve traditional ways of life and at the same time to turn them into tourist attractions. They felt that a 'public' part of culture could be commercialized, but that a 'sacred' part must be preserved, and envisaged the possibility of limiting or even prohibiting access to certain sites, using virtual image technology to compensate for such restrictions.

195. The case of small Pacific and Caribbean islands was mentioned to illustrate the fragility of the natural and cultural environments and the risks involved in relying on tourist activity for development. The involvement of local communities in tourist projects and their share in the proceeds was held to be indispensable. Encouraging professionals and the public to respect local cultures was considered to be an imperative, and the participants proposed making travel agents and tourists subject to a code of ethics, which might be publicized in aeroplanes in the form of a video.

196. A list of 11 issues and several proposals for activities to be implemented were adopted by the participants. A video compiled of interviews with participants, and the records of the round table will be produced and published. The participants confirmed that UNESCO had an ethical mission and a role to play as an intellectual forum in the field of tourism, and hoped that the Organization would be the best forum for debates between the world of culture and that of tourism and economics. They hoped that a large-scale conference would be organized under the auspices of UNESCO to make possible a dialogue between those involved in culture and tourism.

## D. INTERCULTURAL PROJECTS

### I. THE 'ROADS'

197. Under the Decade UNESCO launched four projects to study 'roads' which have linked the peoples of the world and structured civilizations over centuries. It hoped that the study of the interactions generated by these ancient channels of communication would shed new light on the present, since the movement of people, goods, ideas and religions and the consequent intermingling of different peoples has produced our multifaceted cultures, identities and heritage of today. The first of these projects, the **Integral Study of the Silk Roads - Roads of Dialogue**, launched in 1988 for ten years, undertook a vast research programme on the cultural interactions between East and West, mobilizing academic communities in a great many countries and thus encouraging international co-operation in all the fields concerned. In addition, the high profile given to the project by the participation of the media, in particular in field expeditions, provoked a resurgence of interest in the Silk Roads, with many countries calling for these ancient routes to be opened up again, in particular for cultural tourism.

198. The activities implemented under the project were the subject of a detailed report to the second extraordinary session of the Intergovernmental Committee (April 1995). During the period covered by the present report, activities have been continued and developed, in particular those dealing with the key region of Central Asia. The activities include research programmes on the petroglyphs of Central Asia, caravanserais, and the study by remote sensing of the archaeological site of Merv, and also the organization of a seminar in Isfahan on Persian culture and the Silk Roads and two conferences on the Timurid era in Uzbekistan held during the celebration at UNESCO Headquarters of the anniversaries of Emir Timur and Ulugh Beg. An international seminar on the archaeology of the Silk Roads will be held in April 1997 in the Islamic Republic of Iran. The International Institute for Central Asian Studies was set up in 1995 with its centre in Samarkand and two new institutues are in the process of being established, one in Ulan Bator and the other in Takshaschila (Taxila).

199. A new dimension to the project, resulting from the field expeditions, has developed with the launch of the joint UNESCO/World Tourism Organization programme for cultural tourism along the Silk Roads in Central Asia. The programme focuses on enhancing the physical and intangible heritage and the systematic mobilization of governments, large private tour operators, airlines and funding agencies. Among other things, an information and promotion strategy has been set in motion: creation of a logo; production of a promotional film; publication of an information bulletin; participation in Silk Road forums and major international trade fairs; and the development of specific programmes and itineraries for use on the world tourism market. Alongside these activities the project has, since 1994, organized in Nepal the first stage of its fifth expedition the 'Buddhist Route', allocated 30 grants to young researchers, expanded its publications programme and worked on a large number of exhibitions and activities for the general public.

200. The considerable number of practical achievements testifies to the relevance of the project's multidisciplinary approach and its role as a catalyst. So as to meet the expectations of Member States, particularly those of Central Asia, some activities with long-term implications such as research programmes, the network of institutions and cultural tourism, will be pursued after the project ends, with the Decade, in 1997.

201. Since its launch in Benin in 1994, 'The Slave Route' project has been implementing a pluridisciplinary programme on the transatlantic slave-trade, which has left indelible marks on

relations between Africa, Europe, the Americas and the Caribbean. Study of the history of the slave-trade should make it possible to identify its underlying causes, its mechanisms and its consequences, as well as the corresponding cultural interactions in our own time. On the basis of the recommendations of the second session of the International Scientific Committee (Matanzas, December 1995) which approved a series of priority activities, the first five networks of institutions are being established: four regional networks (Africa, Caribbean, Latin America, North America) and a network of researchers on the Nigerian hinterland. Considering that the memory of the slave-trade is inscribed not only in human minds but in the monuments, sites and places which line its route, UNESCO and the World Tourism Organization have launched a programme of cultural tourism, called heritage tourism, whose first phase is already under way with the identification of four pilot areas in Africa.

202. The second phase, on the Latin America and Caribbean region, was endorsed at the Caribbean Festival in Santiago de Cuba (July 1996), and a workshop to formulate the working procedures for the programme was held in Havana (November 1996). The vital issue of documentary sources on the slave-trade was the subject of a meeting at Alcalá de Henares in Spain on Iberian slave-trade archives. A seminar on oral traditions and slavery is due to be held in Conakry (Guinea) in February 1997. Following the recommendations of the Scientific Committee, the Executive Board of UNESCO decided (150 EX/Decision 8.2) to recommend that the General Conference proclaim 23 August of every year 'International Day for the Remembrance of the Slave-Trade and its Abolition' and to submit to the United Nations General Assembly a request that all United Nations Member States take part in this remembrance. Since the main objective of the day is to perpetuate the memory of the tragedy, it would provide a suitable opportunity for a far-reaching effort to inform and increase the awareness of the general public. The third session of the Scientific Committee, whose membership has been expanded to cover geographical areas and disciplines insufficiently represented, took place in Angola (November 1996).

203. The intercultural project **The Iron Roads in Africa** aims to study the essential role of the iron civilizations in Africa and in particular the role of iron in the structuring and mythology of African societies, as well as the early grasp of iron technology by traditional African societies. Two scientific studies, in particular on bibliography, have been carried out as part of this project.

204. The **Roads of Faith** project was launched in June 1995 at a meeting in Rabat (Morocco). Experts from the three monotheistic religions put forward the Rabat proposals, which constitute the framework for developing the programme of activities for the 1996-1997 biennium. The programme provides, on the one hand, for the creation of UNESCO Chairs and an institute pooling knowledge of the three religions, to be led by experts from the religions and, on the other hand, for a meeting in Malta in June 1997 to promote dialogue between the religions so as to take stock of experiments carried out by existing structures and to implement ways of organizing joint activities for dialogue between cultures and religions. So as to create new spaces for dialogue and exchange, a global programme, entitled **Spiritual convergences and intercultural dialogue,** covers the Roads of Faith project and the Al Andalus Routes project. This programme will identify the mechanisms and driving forces that cause different cultures and civilizations to break off or to consolidate their relations.

## II. THE BAROQUE WORLD

205. The Intergovernmental Committee has been kept regularly informed of the activities of the Decade's intercultural project the **Baroque World**, launched in 1992 and carried out with extra-budgetary resources since 1994, which has now entered its final phase before completion in 1997. In line with the guidelines set out in the feasibility study approved at the twenty-seventh session of the General Conference, the project has developed its activities along three major lines of emphasis: (i) scientific **research**, to prepare an *Atlas of Baroque Culture* in five volumes and a CD-ROM; (ii) **promotion** of the physical and intangible Baroque heritage, through initiatives proposed by the countries involved: exhibitions, concerts, publications, expeditions and seminars; (iii) **development of cultural tourism**, by setting up networks of Baroque art sites and cities in Latin America and Central and Eastern Europe.

206. The five volumes of the *Atlas of Baroque Culture* have been produced by decentralizing activities to the Member States concerned, which had offered technical and financial assistance. More particularly, the manuscript of volume I on **architecture**, which was prepared and funded by the Spanish Commission for UNESCO, was finalized and transmitted to the UNESCO Publishing Office in September 1996 for publication. It presents a panoramic view of Baroque civil and religious architecture, together with a detailed analysis of the itineraries of the artists and the dissemination of models which made it possible for the prototypes of classical architecture to be rediscovered and reinterpreted in the seventeenth century. The result is a richly illustrated volume which underscores the unity and the diversity of Baroque architecture and the wealth of cultural contributions assimilated in its progress through three continents. More than 800 Baroque monuments are described by about 20 international experts under the guidance of Professor A. Bonet Correa.

207. Volume II on **painting** and sculpture contains an analysis of the environment, training and role of artists in society in the seventeenth and eighteenth centuries, when the discovery of engraving ushered in the 'image civilization', and looks at art works commisioned by wealthy aristocrats and church prelates which represent a high point of technical achievement in the history of art. Several meetings, organized by France, Greece, the Czech Republic, Cuba and Spain, co-ordinated about 30 international experts who, under the direction of Professor Jacques Thuillier, helped to draft the volume produced by the Collège de France with the financial support of the French Government.

208. The Swiss National Commission for UNESCO has taken full responsibility for preparing and funding the manuscript of volume III, which will be sent for publication to the UNESCO Publishing Office in the second quarter of 1997. Over 40 specialists of different nationalities under the direction of Professor Alain Gruber illustrate the development of the **applied arts** which was associated with the more rapid dissemination of new techniques and international trade in materials from a wide range of sources, as seventeenth-century navigators plied between the countries of Europe and those of Latin America on the one hand, and the trading posts of Asia in the Far East on the other.

209. The wealth of musical works produced in the seventeenth century, together with the dissemination of many new instrumental techniques and the greater mobility of composers and artists between northern and southern Europe, to as far afield as Latin America, is described in volume IV by the musicologist A. Basso, Director of the Italian Institute of Musicology. The volume was financed by the Region of Piedmont in Italy which will be the depository in Turin of the international data bank on Baroque **music**.

210. The volume on **theatre** and 'the ephemeral Baroque' will illustrate the main features of daily life and society in the seventeenth and eighteenth centuries. It will be funded by the region of Latium in Italy and the Italian Government and co-ordinated by the Rome Institute for Culture and Image.

211. A **CD-ROM** depicting the dissemination of Baroque art has been produced with financial assistance from the State Secretariat for Tourism of Italy and was presented at the Milan International Tourism Fair (BIT) in February 1996.

212. Among the initiatives undertaken by Member States in the field of **promotion**, UNESCO lent its support to the expedition of young people along the **Quetzal Route** in Summer 1996. This was organized by Spain and took some 140 16- to 18-year olds who had come from many countries to follow the itineraries of Baroque in Bolivia and attend the first festival of Jesuit Baroque music held in Spring 1996 in the missions of Moxos and Chiquitos by the Ministry of Culture of Bolivia.

213. Two **training seminars** on Baroque music were organized by the International Music Council in February 1996 in Bariloche in Argentina and in April 1996 in Royaumont in France with a view to helping young people of the third generation of players of Baroque music to follow scores using traditional techniques.

214. An exhibition of the oratories of Portuguese and Brazilian navigators on the transatlantic routes, entitled **Objects of Faith**, was presented at UNESCO in September 1994; an exhibition accompanied by a round table on cultural tourism in Sicily was held at UNESCO in January 1995 to celebrate the four-hundredth anniversary of the reconstruction of the town of Noto in Sicily after the terrible earthquake of 1693; the World Federation of UNESCO Clubs, Centres and Associations co-ordinated a travelling exhibition in Italy of photographs on the **Minor Baroque** which was initiated by the UNESCO Turin Centre and FIAF (Italian Federation of Amateur Photographers) and will be supplemented by contributions from other Italian UNESCO Clubs on its journey down the peninsula from Piedmont to Sicily.

215. Various aspects of the Baroque were the subject of five **colloquia**: in 1995 in the Netherlands on the restoration of Baroque gardens, in Chile on Baroque festivals, in 1996 in Argentina on Latin American Baroque music, in Poland on life at court in eighteenth-century Europe and in Austria on 'Baroque Re-Visions'; a publication on Baroque festivals as a means of transforming everyday reality was prepared and published by the Catholic University of Santiago de Chili in 1995 to illustrate the various aspects of eighteenth century festivals in Chile, Bolivia, Peru, Colombia and Ecuador.

216. The initiatives taken by the Czech Republic, Croatia and Poland to promote **cultural tourism** have led to the establishment of a network of Baroque art cities and sites in the countries of Central and Eastern Europe that are in a period of transition towards a market economy, with a view to developing exchanges of experience and to publicizing their heritage. A network of a similar nature is being prepared for the Baroque heritage cities and sites of Brazil and the Andean countries in Latin America.

217. Some 15 international colloquia organized by Member States encouraged dialogue between experts, art and architecture historians, musicologists and specialists in cultural tourism from the countries of Europe and Latin America, who took a fresh look at the history of the seventeenth and eighteenth centuries on both sides of the Atlantic. Having examined works created during the period, they noted the exceptional convergence of cultural values

inspiring artists on the two continents and in some countries in Asia. It was also noted that the upsurge of new ideas after the Reformation, accompanied by far-reaching socio-political upheavals and the many geographical and scientific discoveries of the seventeenth and eighteenth centuries, which was subsequently referred to as Baroque civilization, was one of the first intercontinental cultural movements and a precursor of present-day globalization.

218. The project has added to our knowledge of the physical and intangible cultural heritage of the seventeenth and eighteenth centuries and enabled us better to preserve and enhance examples of this heritage scattered over more than 50 countries in Europe, Latin America and the Caribbean and Asia, the work of a multitude of artists and craftspeople whose exceptionally creative spirit expressed itself in a common approach allowing scope for cultural diversity.

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